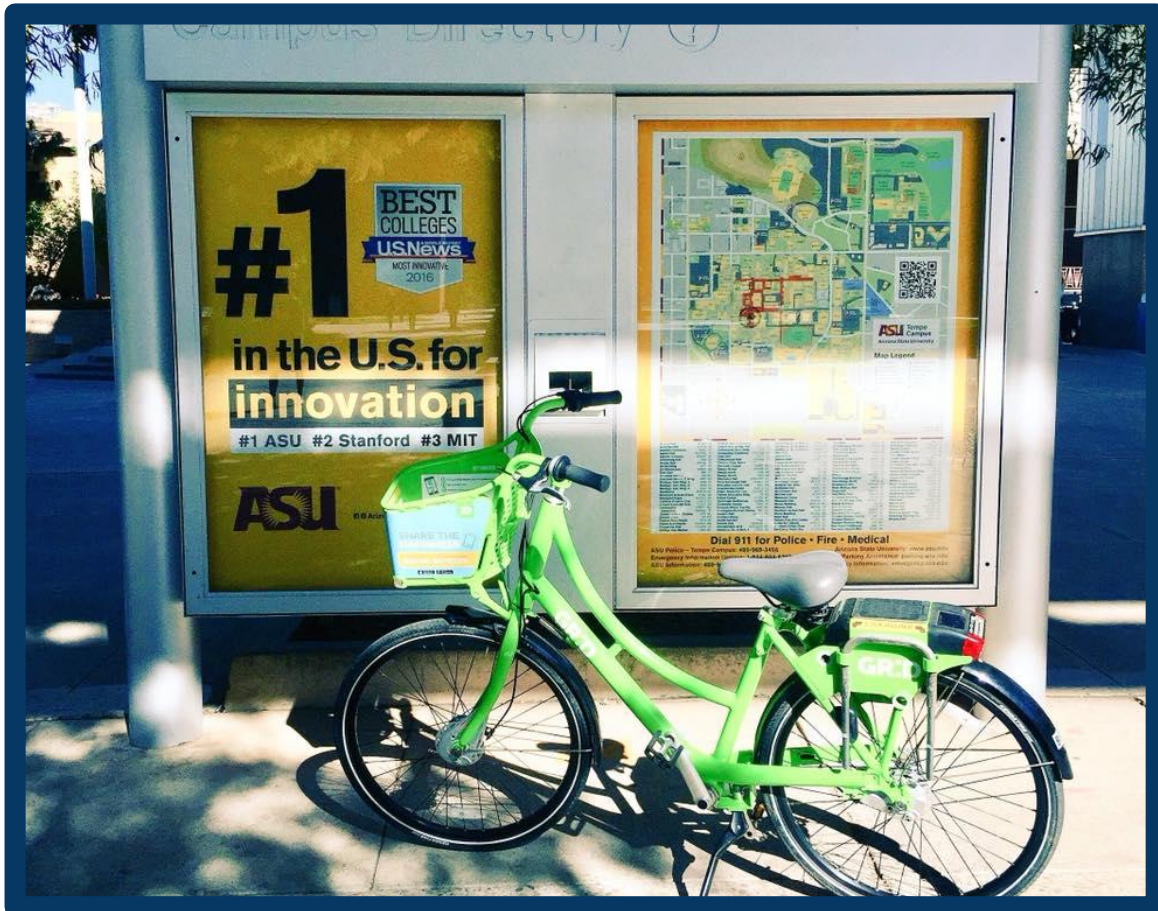




BIKE SHARE

# January 1 - January 31 2018 Report Tempe



GRID Bike Share is Operated By:



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# SYSTEM SNAPSHOT

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	115	32
Active Virtual Stations	8	0
Active Bikes (averaged over the month)	854	N/A
Trips		
Total Trips	9,336	4,113
Trips Per Day (average)	311	137
Utilization Rate (trips per bike per day)	.34	.46
Active Members		
Total Membership	20,184	N/A
Monthly/Yearly Plans	761	N/A
Pay-As-You-Go & 7 Day Plan	19,423	N/A
Revenue		
Total Revenue	\$40,428.72	N/A
Maintenance/Customer Service Activity		
Total CS Cases Created	206	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

# Membership

New/Total Active Members (Full System)

**Table 2**

Membership Type	New Sign Ups	Total Active Members
Student	45	284
Monthly	56	226
Annual	0	154
Other	33	97
Pay As You Go	1,178	19,359
7 Day Pass	214	64
<b>TOTAL</b>	<b>1,526</b>	<b>20,184</b>

# Trips

Cumulative Trips Per Day of the Week  
January 2018 (Tempe Only)

**Table 3**

M	T	W	Th	F	Sa	Su
621	669	602	601	462	536	622

Trip Initiation Method (Tempe Only)

**Table 4**

Mobile	310
Keypad (manually entered)	3,706
Keypad RFID Card	93
Website	4

**Table 5**

	January (Full System)	YTD	Tempe Only	YTD
Total Trips Taken	9,336	9,336	4,113	4,113
Total Miles Ridden	17,143	17,143	8,086	8,086
Avg Trip Distance	2.4	2.4	1.9	1.9
Avg Trip Time	31:09	31:09	24:08	24:08
Avg Weekday Trips	60	60	128	128
Avg Weekend Day Trips	71	71	145	145
Holds	390	390	N/A	N/A
Ended out of Hub	2,251	2,251	1,419	1,419
Ended out of System Area	22	22	13	13

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

## Trip Stats by Member Type (Full System)

**Table 6**

Member Type	Jan. Trips	%	Trips YTD	% YTD
Pay-as-you-go	19,359	96%	19,359	96%
7 Day Pass	64	0%	64	0%
Annual	154	1%	154	1%
Monthly	226	1%	226	1%
Student	284	1%	284	1%
Other	97	0%	97	0%
<b>TOTAL</b>	<b>20,184</b>		<b>20,184</b>	

Friday, January 14th was the highest day for regional ridership with a total of 452 trips taken. For trips originating in the Tempe service area, Friday, January 25th was the top day for ridership with 179 trips taken.

## Trip Stats by Member Type (Tempe Only)

**Table 7**

Member Type	Jan. Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,583	38%	1,583	38%
7 Day Pass	336	8%	336	8%
Annual	43	1%	43	1%
Monthly	323	8%	323	8%
Student	1,804	44%	1,804	44%
Other	24	1%	24	1%
<b>TOTAL</b>	<b>4,113</b>		<b>4,113</b>	

# Station Performance

## Regional Station Performance

**Table 8**

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
T20 Tempe Center for the Arts	777	M119 5th St. and Hibbert (Escobedo Park)	2
T17 Tempe Beach Park	562	M105 Robson / 1st St	1
P106: 1st St / Washington St	512	T23 Escalante Center	1
P123 5th Ave / Fillmore St	489	M111 Broadway / Olive	0
P127 Central Ave / Roosevelt St	447	M123 1st Place and Date St.	0
P124 3rd St / Taylor St	409	M122 462 N. Drew St.	0
P129 5th St / Roosevelt St	359	M104 Macdonald / 1st St	0
T14 College Ave / University Dr	341	P174 Washington St / 2nd St	0
P120 Central Ave / Taylor St	331	P151 3131 S. Central Ave	0
T16 Apache Blvd / Rural Rd	314	M109 Main St / Horne	0

## Tempe Station Performance

Trips started and ended at each station in the Tempe service area

**Table 9**

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T20 Tempe Center for the Arts	10	395	382	777	0	8.75
T17 Tempe Beach Park	25	278	284	562	0	0.04
T14 College Ave / University Dr	15	160	181	341	0	0
T16 Apache Blvd / Rural Rd	15	146	168	314	1.17	0.42
T04 Apache Blvd / Dorsey Ln	10	138	142	280	0	5.41
T11 University Dr / Mill Ave	20	114	136	250	0	9.27
T18 Neil Giuliano Park	15	114	133	247	3.98	0
T03 Rural Rd / Terrace Rd	11	128	116	244	0	0
T29 Tempe Town Lake Marina	9	120	119	239	0	6.93
T05 McClintock Dr / Apache Blvd	15	118	113	231	0.94	0

T27 McAllister Ave / Apache Blvd	25	112	116	228	0	0
T25 University Dr. / ASU Student Housing	23	110	103	213	0	0
T31 6th St / Mill Ave	15	104	92	196	0	0.16
T15 8th St / Dorsey Ln	10	86	108	194	0	0
T13 College Ave / Apache Blvd	15	91	95	186	0	0
T01 5th St / Forest Ave	20	81	99	180	0	0
T02 3rd St / Mill Ave	9	98	80	178	0	7.97
T28 Rio Salado Pkwy / Mill Ave	10	83	83	166	3.62	0.91
T26 ASU Memorial Union	25	71	70	141	0	0
T21 Forest Ave/ Lemon St. (Gammage)	20	58	68	126	0	0
T24 Westside Center	10	61	65	126	0	0
T10 Washington St / Priest Dr	10	31	27	58	0	10.08
T06 McClintock Dr / Rio Salado Pkwy	10	30	26	56	0	20.23
T09 Washington St / Center Pkwy	9	20	19	39	0	11.85
T30 Evelyn Hallman Park	8	18	17	35	0	0
T19 Kiwanis Park	15	13	13	26	0	0
T07 Smith-Martin / Apache Blvd	10	5	20	25	1.43	0
T12 Rural Rd / Southern Ave	10	10	15	25	0	0
T22 Baseline Rd / Priest Dr	10	10	7	17	0	4.99
T32 North Tempe Multigen Center	10	6	9	15	0	0
T08 Apache Blvd / Price Rd	10	5	9	14	0	0
T23 Escalante Center	10	0	1	1	0	0

## Environmental Impact

**Table 10**

	Full System	YTD	Tempe Only	YTD
Calories Burned	685,704	685,704	323,440	323,440
Carbon Offset	15,116.67 lbs	15,116.67 lbs	7,115.7 lbs	7,115.7 lbs

\*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

\*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO<sub>2</sub> per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

## Maintenance & Rebalancing Operations

### System-Wide Operations Data

**Table 11**

	System Wide	Tempe
Average number of bikes in service each day	854	N/A
Bikes inspected in field	3,036	1,855
Bicycles repaired	183	88
Average bike repair time	30	30
Bikes lost or stolen	0	0
Graffiti Cleaned	1,855	4

### Out of Station Lock-Ups in Tempe

Of the 4,113 trips started in the Tempe system area in January, 1,419 were ended outside of a station. Some of the top out-of-station lock up areas were scattered across the ASU campus, Extended Stay America Hotel, Tempe Marketplace Shopping Center, University Park Apartment Homes, La Cresenta Apartments and the University Palms Apartments.



## Reported Repairs/Issues (Full System)

**Table 12**

	Type of Issue	January	YTD
1	Other	94	94
2	Seat	7	7
3	Shifting/Pedaling	27	27
4	Lock	23	23
5	Keypad	33	33
6	Brakes	8	8
7	Flat Tire	31	31
8	Lighting	9	9
9	Frame	7	7

Compared to the previous month there was a .54% increase in repairs/issues reported by users via the bikes on-board keypad. In January, 2.56% of all trips resulted in a user submitted repair request.

## Customer Service Reporting

The top customer service contact category for the GRID system in January was Member Inquiries.

**Table 13**

Reason For Contact	January Created Cases (Full System)	YTD
Member Inquiries	45	45
Billing	21	21
Account Management	29	29
Bike Issue	20	20
Charges	19	19
General Education	20	20
Operations	36	36
Sign Up	12	12

Hub Request	4	4
Partnerships	0	0
New Program Request	0	0
Total CS Cases Created	<b>206</b>	<b>206</b>

## Customer Service Responsiveness (Full System)

**Table 14**

Time of call/email request	
Avg time to answer	57 seconds
Avg duration of call	5 minutes

## Service Levels

## Agreed Service Levels for Operations within the Tempe System Area

**Table 15**

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	100%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

# Financial Summary

In January, the average revenue for the full system was \$7.05 per bike and \$.67 per trip.

**Table 16**

Revenue Category	Full System	% of Total	Tempe Only*
Membership Fees	\$19,218.98	48%	N/A
Ride Fees	\$13,689.74	34%	N/A
Out of Hub Fees	\$428.00	1%	N/A
Out of System Area Fees	\$80.00	0%	N/A
Rider Bonuses Given	-\$1,488	-4%	N/A
Ad Revenue	\$8,500	21%	
<b>TOTAL</b>	\$40,428.72		

Data has not been audited and is only to be used as an approximation of Gross Revenue

**\*The ability to retrieve city-specific revenue data has been removed from the SoBi data backend as of Jan 9.**

# Marketing Summary

## Social Media

Table 17

Social Media Outlet	Impressions
Facebook	3,154
Twitter	21.7 K
Instagram	3,318

## Events

Table 18

Event Name	City	Date
Happy Hour at the Hub - Capitol Farmers Market	Phoenix	1/4
Choice Neighborhoods Launch	Phoenix	1/8
Happy Hour at the Hub - Memorial Union	Tempe	1/9
Happy Hour at the Hub - Capitol Farmers Market	Phoenix	1/11
La Mesita Presentation	Mesa	1/17-16
Happy Hour at the Hub - Capitol Farmers Market	Phoenix	1/18
Sun Devil Criterium Races	Tempe	1/21
Make A Wish Employee Wellness	Phoenix	1/22
Happy Hour at the Hub - Memorial Union	Tempe	1/23-25
Alhambra Presentation	Phoenix	1/23
Happy Hour at the Hub - Capitol Farmers Market	Phoenix	1/25
Eddison-Eastlake Grid to Know You Community Bike Ride	Phoenix	1/27
Happy Hour at the Hub - Benedictine University	Mesa	1/30

# Weather

(Source: [www.wunderground.com](http://www.wunderground.com))

**Table 19**

Jan.	Trips	Temp. (°F)			Precip. (in)	Events
	Full Sys	high	low	avg	sum	
<a href="#">1</a>	256	73	43	58	0	
<a href="#">2</a>	232	75	48	62	0	
<a href="#">3</a>	209	76	47	62	0	
<a href="#">4</a>	216	79	56	68	0	
<a href="#">5</a>	271	77	50	64	0	
<a href="#">6</a>	287	74	51	63	0	
<a href="#">7</a>	282	75	53	64	0	
<a href="#">8</a>	278	75	54	65	0	
<a href="#">9</a>	277	80	54	67	0.16	Rain , Thunderstorm
<a href="#">10</a>	243	65	52	59	0.05	Rain
<a href="#">11</a>	302	70	48	59	0	
<a href="#">12</a>	296	72	48	60	0	
<a href="#">13</a>	367	78	47	63	0	
<a href="#">14</a>	452	79	48	64	0	
<a href="#">15</a>	281	75	49	62	0	
<a href="#">16</a>	283	74	51	63	0	
<a href="#">17</a>	306	72	52	62	0	
<a href="#">18</a>	356	75	46	61	0	
<a href="#">19</a>	337	77	48	63	0	
<a href="#">20</a>	312	61	50	56	0	
<a href="#">21</a>	327	58	41	50	0	
<a href="#">22</a>	210	61	40	51	0	
<a href="#">23</a>	276	70	40	55	0	
<a href="#">24</a>	250	76	49	63	0	
<a href="#">25</a>	320	77	46	62	0	
<a href="#">26</a>	316	68	47	58	0	
<a href="#">27</a>	394	73	43	58	0	
<a href="#">28</a>	426	80	45	63	0	
<a href="#">29</a>	325	83	55	69	0	
<a href="#">30</a>	334	82	51	67	0	
<a href="#">31</a>	315	81	50	66	0	